

The Greater Reading Area Commercial Real Estate 2nd Quarter Report July 2011



NAI Keystone Commercial
& Industrial, LLC

Commercial Real Estate Services, Worldwide.

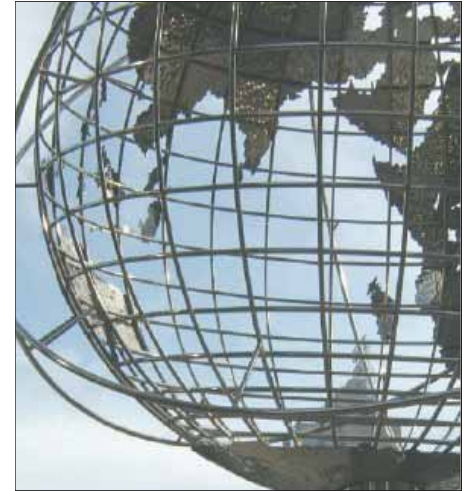
IN THIS ISSUE:

- Over \$ 83 Million in Real Estate
- Over 3.5 Million Square Feet

PROFILE

NAI Keystone provides local and global brokerage services for the acquisition, site selection, sale and leasing of commercial property. We specialize in office buildings, warehouses, distribution centers, manufacturing plants, land, investment property and retail. We have an in-depth market knowledge of Berks and Schuylkill counties and, through a network of more than 5,000 affiliated NAI brokers across the globe, we complete more than \$45 billion worth in transactions annually. We also manage more than 300 million square feet globally

NAI Keystone Commercial & Industrial, LLC provides businesses with the highest quality services and the best real estate solutions for maximizing profitability and performance levels. As a result of our commitment to excellence, we have won the respect of local, national and international clients since our inception. Our clients range from Fortune 100 corporations, major banks and insurance companies to investors, private institutions and small businesses.



Corporate Organization and Services Provided

Brokerage

Tenant Representation
 Buyer Representation
 Landlord Representation
 Seller Representation
 - Office
 - Industrial
 - Retail

Investment

Property Sales
 Land Sales

Construction

Development & Redevelopment
 Tenant Improvements
 Consulting Services

Other Real Estate

- 1031 Tax Deferred Exchange
- Environmental Surveys
- Commercial Financing
- Asset Management
- Tele-Center Services
- Move Management
- Logistics
- Property Tax Evaluation

Competitive Advantages by using NAI Keystone

- NAI Keystone has been the leader in the Reading metropolitan market place as a full service provider since it opened its doors in 2002. Our annual transaction summary surpasses all brokerages within our market place.
- As the worlds largest Managed Network, we have 5,000 Agents from 350 Offices around the world generating leads and sending prospective buyers and tenants from place to place. We see more deals...
- Your real estate needs will be conducted by a highly successful team that will combine the best Investment and commercial talent of our organization.
- NAI Keystone has one of the most successful commercial and industrial teams in the Reading region. Over the years we have represented a wide variety of owners and users in some of the area's prominent Commercial & Industrial sales and leases.
- NAI Keystone currently is handling more than 3.5 Million Sq. Ft. of Commercial & Industrial Real Estate in Berks & Schuylkill County.



OFFICE INVENTORY



**560 Van Reed Road
Wyomissing**

Lease

12,000 SF available (800 to 9,000 SF Suites). Ideal for medical or back office, handicapped accessible, full exterior and interior maintenance, ample parking on-site. Suites are adjustable to meet Clients specific needs. Highly Visible Location right off Van Reed Rd. in the heart of Berks Medical Community.



**1800 N. 12th street
Reading**

Lease

5,700 SF available in office building located on shared 5.3 acre lot. Located at 12th & Bern Streets in Northeast Reading, a short distance to Albright College campus. Ample off-street parking.



**811 William Lane
Reading**

Lease or Sale

23,500 SF Flex building with 7,200 SF of office space available on 2nd floor. Building renovated in 2007. On-site parking. Low operating costs and taxes. Located in NE Reading near Kutztown Road and Heisters Lane. Additional 16,000 SF Build-to-Suit opportunity. Was \$950,000, now \$800,000!



**One Meridian Place
Wyomissing**

Lease

Attractive 372,900 SF AAA office building in Spring Ridge area. 30,000 SF available divisible to 2,500 SF. Secure, professional environment with on-site cafeteria and full-service fitness center. Adjacent to Broadcasting Square, a 600,000 SF power center, easy access to Routes 222, 422.



**Exeter Ridge Corporate Center
3970 Perkiomen Avenue, Exeter**

Lease or Sale

Where quality and location meet to form the premier east-site address. Two-story 38,000 SF class "A" building. Professional tenant mix. Suites to 26,200 SF. Great views of Exeter area. Close to Rt. 422 Bypass. Ample parking. Technology includes fiber optic / energy efficient systems. Custom fit-outs. Complimentary space planning.



**Washington Towers
Reading**

Lease

Up to 20,000 SF Executive style space fronting 4th Street with public parking across the street. ADA Compliant. Easily accessible near several Downtown Developments such as the Schmidt Training Center, Miller Auditorium, The Goggle Works, new Parking garage at 2nd and Court, Sovereign Performance Center at 5th & Penn and the Ricktown District.

OFFICE INVENTORY



904 Penn Avenue
West Reading

Lease

±1,250 SF Office space on 2nd floor with high visibility and frontage on Penn Avenue (17,000 vehicles per day traffic count). Site is in busy commercial corridor of Penn Avenue across from the VF Outlets.



White Pines Professional Center
2433 Morgantown Rd., Cumru Township

Lease

Approx. 1,400 SF Class "A" office space. Easy access to I-176 and Reading or to turnpike corridor. 10,000 SF Building situated on a well landscaped lot in a professional setting adjacent to Green Hills Corporate Center.



7139 Bernville Road/Route 183
Jefferson Township, Bernville

Sale

Great owner/user investment opportunity. 4,331 SF 2-story building on 2.785 acres. High profile site along busy Route 183 north of Bernville. 12,000 traffic count. Ample parking. Three private entrances. C-1 zoning. On-site septic system and well. Two HVAC systems. Separate electric meters.



15 N. 6th Street
Reading

Sale or Lease

12,952 SF for sale or lease. Divisible. Two passenger elevators. Commercial zoning. Located near the corner of 6th & Penn Streets. One block to Berks County Court House and Services Building. Public transportation nearby. 1/2 block to municipal parking garage.



Bally Brooke
N. Front Street, Bally

Lease

10,000 SF office / flex space available. Divisible to a single office. High growth area north of Boyertown in eastern Berks. Free rent incentives. Several suite sizes available. Ample parking. Meeting/conference rooms and gym available. **As low as \$6 / SF NNN.**



Wyomissing Corporate Campus
1030 Reed Avenue, Wyomissing

Lease

Suites from 1,500 to 43,000 SF available. Total space of 158,000 SF in five buildings (includes flex space). Professional offices in a campus setting. Tenant specific space planning and interior build-outs. Prestigious Wyomissing location near Route 422 Bypass and State Hill Road traffic corridors. **Reduced Lease Rate: \$13.85 / SF NNN**

OFFICE INVENTORY



Spring Commons Professional Office Village
2909 Windmill Road, Sinking Spring

Lease

635 SF to 6,000 SF available now. Professional tenant mix. Multi tenant office buildings. Ample parking. DSL & T-1 line available. Close to Route 222 Bypass on the Shillington Road. Pad site available for design/build/lease (up to 14,000 SF). Great demographics. **Rent Specials as low as \$6.00 / SF + electric! Nice space, call now!**



6 Commerce Drive
Flying Hills

Lease or Sale

31,000 office building SF on 2.5 acres abutting I-176. Two floors with each floor featuring a central lobby w/grand stairway and elevator, creating four natural modules of approx. 7,500 SF each. Park-like setting with golf course views.



Spring Ridge
2755 Century Blvd., Wyomissing

Lease

3,353 SF of class "A" office space available in recently constructed Leisawitz Heller building. Flexible floor plan. Negotiable Tenant Improvement allowance with term / layout / credit. Architectural services available. Ample parking at door.



Spring Township Corporate Center
Iroquois Avenue, Spring Township

Lease or Sale

Fully approved Class "A" Office Park with professionally managed multi-tenanted all brick multi story office buildings. Up to 167,160 SF build to suit / can be delivered Turn Key. High profile location with easy access to Routes 422 ,222, and 724.



210 George Street
Muhlenberg Township

Lease or Sale

37,500 SF multi-tenanted office building situated on 1.8 acre and totally renovated in 2008. Perfect for owner-user, tenant or investor. +/- 24,750 SF available as well as space planning, divisible to 1,500 SF Plenty of parking and public transportation nearby. **Reduced Price: \$1,600,000, bring offers!**



3639 Pottsville Pike
Muhlenberg Township

BANK OWNED Sale

930 SF Bank Owned property completely refurbished with newer mechanicals. Flexible Highway Commercial Zoning (C-3) and on site parking. Excellent condition, great for a starter business. Across from Wawa on Rte. 61. **\$149,900, bring offers!**

OFFICE INVENTORY



**1105 Berkshire Blvd
Wyomissing**

Sublease

Rare Wyomissing sublease! 4,926 SF available now with full service lease. Great office space with glass on 3 sides and huge conference room. Generous parking ratio at 5.5:1000. Prime Berkshire Boulevard location. Under market at \$13.50 / SF Full Service



**520 Van Reed Road
Wyomissing**

Lease

Proposed & Fully Approved 3 Story 40,000 SF Office Building w/Ample Parking. Suites can be adjusted to individual needs. Architecturally attractive - meets medical office building zoning requirements. Highly Visible location, Easy Accessibility, Located minutes from The Reading Hospital, Conveniently located along Barta Routes.



**Berks North Professional
10 Zion Church Road, Shoemakersville**

Lease or Sale

13,000 Sq. Ft. total building size on 2.42 acres with 1,694 SF (3 suites) available Good tenant mix (Medical/Financial). Frontage Rt. 61, and close proximity to I-78 and Rt. 222. \$11.00 / SF Gross



**Losch Plaza 121 Progress St.,
Pottsville, Schuylkill County**

Lease

Clean, Quality Space at affordable rates in a multi-tenant office building within walking distance to the County Courthouse. Suites from 500 to 3,900 SF, parking included. **Rates from \$14 / SF + utilities.**



**Proposed White Pines Office Building
2433 Morgantown Road, Cumru Township**

Lease

Proposed 5,000 SF office building planned near Flying Hills exit of I-176 / Morgantown Expressway. Great suburban location. Professional setting adjacent to Green Hills Corporate Center. Fast-growing area with several high-density housing developments planned in the near future.



**117 Morgan Drive
Spring Township**

Lease

5,625 SF modern and well-equipped office available in a premium commercial / flex building totaling 43,500 SF. Corner lot, busy intersection and State Rte. 724 exposure less than 200 yards to State Route 222. Wrap-around Building Signage and Pylon Signage and 70 car paved parking lot.

OFFICE INVENTORY



55 Raymond Street
Muhlenberg Township

Lease

2,300 SF office space. Fully ADA compliant building with elevator and 44 on-site parking spaces. Public transportation nearby. Attractive lease rates and great Muhlenberg Twp. location only one block east of Business Route 222 / Fifth Street Highway.



101 W Lancaster Avenue
Shillington

Sale

2 story 4,600 SF office building, also includes a finished lower level. Two entrances, both with reception area and rear paved parking lot. Partly renovated in 2001. Currently used as medical offices, ripe for redevelopment/reuse.



9594 & 8468 Allentown Pike
Blandon

Lease

Two office/retail space located in two strips centers. Approximately 1,200 SF each. High visibility and frontage on Route 222 with 26,000 vehicle per day. Affordable lease rate. One of the location features drive-thru capability.



2911 Centre Avenue
Muhlenberg Township

Lease

Multiple Office / private rooms, approx. 890 SF. Located along busy Route 61 with signage available and +/- 25 parking spaces.

What kind of Rent are you paying? Confused? We can help!

By Bryan Cole, Office & Industrial Specialist, Sales and Leasing Professional, NAI Keystone Commercial & Industrial, LLC



Gross Lease: A Lease in which, for a specified Rent, the Landlord provides all Services and Repairs and pays all expense of the leased property, such as taxes, insurance, maintenance, utilities, etc...

Full Service Rent: A rental rate that includes operating expenses and real estate taxes for the first year. In most cases the tenant will pay for any increase in operating expenses over the base year amount. Sometimes stated as Base Year Rent.

Net Lease: Lease in which the Tenant is responsible for payment of Rent, plus some or all Operating Expenses such as taxes, insurance premiums, repairs, utilities, etc... On most occasions landlord remains responsible for roof and structure.

There are also "net-net" (double net) and "net-net-net" (triple net) leases, depending upon the degree to which the tenant is responsible for operating costs.

Triple Net (NNN) Rent: Rent stipulated in a lease in which the tenant agrees to pay all of the landlords operating expenses and real estate taxes for the building. This is often referred to as "CAM & Taxes", the CAM being "Common Area Expenses". This is the most common form of lease used in the Berks Market.

Base Rent: A Set amount used as minimum rent in a lease which also utilizes a percentage or other allocation for additional rent.

INDUSTRIAL INVENTORY

INDUSTRIAL



1456 Route 61
Pottsville, Schuylkill County

Lease or Sale

12,450 SF Truck Terminal / Cross docked Warehouse / Office on 4.8 acres.
Easy access to Routes 61, I-81 and I-78.



1055 Cross Road Boulevard
Muhlenberg Township

Lease or Sale

324,000 SF Food Grade Plant, w/ 51 dock positions, extensive electrical, water, sewer, gas infrastructure. Ceiling height: 29' to 32' 7". Building could be divided. Strategically located at Routes 61 & 222 intersection providing easy connections to all majors truck roads.



330 N Wyomissing Avenue
Shillington

Sale or Lease

28,085 SF of air conditioned Office & Warehouse space on a large 1.76 acre fenced lot with 5 docks. Great redevelopment opportunity. Well maintained and used for over 25 years by Goodwill of PA. **Was \$750,000, just reduced to \$650,000!**



135 Juniata Street
West Reading

Lease

Nice, clean, warehouse/flex space. 4,800 and 6,937 SF abutting spaces. Food-grade quality in a multi-tenanted commercial building with 21'6" clear height and 4 trucks doors. **Lease for \$3.75 + utilities. First month rent is free!**



525 E Mifflin Street
Lebanon

Sale or Lease

55,632 SF (with 5,000 SF already leased) flex, manufacturing or warehouse space. 12'6" ceilings and two 8' x 8' docks near street as well as two overhead drive-in doors. Located on 2.54 acres. **Priced to move at \$295,000**



1122 Butler Street
Reading

Lease or Sale

Commercial/Flex space with flexible M/C zoning. 3 truck docks and 6 drive-in doors. 2 fenced areas. Total building is 16,067 SF with 9,067 SF currently leased, 7,000 SF available. Lease from \$1.99/ SF. Also 5 bay garage w/ 2nd floor unfinished office @ \$400/Month. Easy access to Route 12 and Bypass. Lease or buy for \$275,000.

INDUSTRIAL INVENTORY



3001 St. Lawrence Avenue
St. Lawrence Borough

Lease

Warehouse Space: up to 60,000 SF available on 12 Acre Site. Total building size is 150,000 SF with ESFR wet sprinkler system and 28' clear ceiling height. Easy access to Route 422, Route 222 & I-76. **\$4.00 / SF All-in rate!**



500 Parkview Road
St. Lawrence Borough

Sale

Unique opportunity to own a historic (1863) mill house with modern building additions. 4.19 acres. 44,643 SF warehouse/manufacturing building. High volume sewer capacity available—117,000 gallons / day / 544 / EDU's. \$0.22/Ft. taxes. I-1 (General Industrial) zoning. Ripe for redevelopment. **New low price!**



141 S 7th Street
Reading

Lease

Total Building Size 60,000 SF. 4,800 to 34,400 SF available. Can be subdivided. Indoor parking. Ideal for Small Manufacturer, Contractor Workshop or Warehousing. One common loading dock, and 3 O.H doors, over head crane, alarm system with active cameras. One block from public transportation. **\$2.00 / SF NNN**



Bally Brooke
N. Front Street, Bally

Lease

Convenient Route 100 location with over 7 acres of parking and outside storage. 20,000 SF warehouse divisible @ \$2.50 / NNN. Ready now! Long and short term leases. **Low operating costs! Save now!**



441 County Line Road
Gilbertsville

Lease

9,600 to 27,000 SF on an 18 acre site. Dock access. Prime Rte 100 location with great connections to all part of Pennsylvania and the I-81/78 corridor to the Northeast.



1584 Bunting Street
Minersville, Schuylkill County

Sale

70,000 SF manufacturing/warehouse space with office space, 4 drive-in doors and 24'6" clear ceiling. Great road frontage on Route 209 with easy access from both directions

Berks County Real Estate Market Status

Growth sectors include Food Processing, Plastics, Specialty Metals and Battery Manufacturing. Medical and institutional services are key drivers in the office sector with technology based businesses quickly emerging. Private/public partnerships are effectively linking the Penn Corridor from Reading to Wyomissing. Watch for a Technology Park to be developed at the Reading/Berks Airport and the emergence of Bryne Eyre, a 3,000-acre PRD at the I-176 and PA Turnpike interchange.



Reading Pagoda

Medical and institutional users are key office drivers with less than 0.5% growth coming from new construction. This is the third year overall negative absorption, which was 2% in 2010. The downtown market accounts for most of this with Wyomissing/Spring Ridge outperforming all other areas. Overall rates have slid a modest \$0.75/SF and quality downtown space can be found at \$10/SF gross, which should bring deals in from the suburbs. Developers have 600,000 SF of office space planned and approved just waiting for demand.

Industrial vacancies have risen for the third year with 6.8 million SF currently available. Only 86,000 SF of new product was added and the market had negative absorption of 789,000 SF comparing with a negative absorption in excess of 1 million SF in the prior year. Lease rates are down slightly with landlord concessions routine. Gross sale of industrial product was down \$8 million over the prior year to \$15 million total. Sale prices were down only slightly with a range of \$49/SF for Class A product to \$22/SF for Class C.

The number of residential units sold is up 9% but average sale prices are down 6% from the prior year. Developers continue to sit on projects with over 2,000 approved but unimproved lots ready.

Notable retail projects include the 61,000 SF Spring Market Center (82% leased) and the 400,000 SF, \$75 million Super Wal-Mart anchored Tilden Center (85% leased). A \$9 mil. project is underway at 8th & Oley downtown Reading. Planning has slowed for large centers but continues for pharmacies and convenience stores. Bank branch growth has been flat. The BOSS 2020 program is projected to enhance the traffic flow and boost retail/commercial development in Sinking Spring.

In large industry, Carpenter Technology Corp. increased its presence in the specialty-steel industry by announcing the \$558 million purchase of Latrobe Specialty Metals, Inc., Latrobe, PA. Latrobe employs about 800 and Carpenter more than 3,000, 350 which have been added in the past year. In plastics, Quadrant Engineering Plastic Products USA, Inc. just completed a multi-million dollar plant upgrade. Quadrant employs 220 in Reading.

The 395,000 SF Hershey Plant, formerly Luden's Inc. was purchased and will become a business incubator known as the Reading-Phoenix Business Complex.



Hawk Mountain



Reading, PA

BERKS COUNTY
Municipalities



Berks County At A Glance

(Rent/SF/YR)	Low	High	Effective Avg.	Vacancy
DOWNTOWN OFFICE (Full Service)				
New Construction (AAA)	\$ 15.00	\$ 18.00	\$ 17.00	N/A
Class A (Prime)	\$ 11.00	\$ 15.50	\$ 13.25	3.00%
Class B (Secondary)	\$ 7.00	\$ 12.50	\$ 11.00	25.50%
SUBURBAN OFFICE (Full Service)				
New Construction (AAA)	\$ 18.00	\$ 21.00	\$ 17.75	N/A
Class A (Prime)	\$ 16.00	\$ 21.00	\$ 16.00	12.40%
Class B (Secondary)	\$ 13.50	\$ 18.00	\$ 14.50	13.60%
INDUSTRIAL (NNN)				
Bulk Warehouse	\$ 2.75	\$ 4.10	\$ 3.25	23.10%
Manufacturing	\$ 2.75	\$ 4.00	\$ 3.29	23.10%
High Tech/R&D	\$ 4.75	\$ 7.95	\$ 6.35	3.00%
RETAIL (NNN)				
Downtown	\$ 8.00	\$ 15.00	\$ 12.25	15.50%
Neighborhood Service Centers	\$ 18.00	\$ 30.00	\$ 24.50	12.00%
Community Power Center	\$ 11.00	\$ 15.00	\$ 13.00	11.50%
Regional Malls	\$ 12.25	\$ 16.67	\$ 14.00	15.20%
DEVELOPMENT LAND				
	Low/Acre		High/Acre	
Office in CBD	\$ 6.00		\$ 8.00	
Land in Office Parks	\$ 130,000.00		\$ 250,000.00	
Land in Industrial Parks	\$ 50,000.00		\$ 85,000.00	
Office/Industrial Land - Non-park	\$ 45,000.00		\$ 160,000.00	
Retail/Commercial Land	\$ 155,000.00		\$ 1,225,000.00	
Residential	\$ 22,000.00		\$ 50,000.00	

Greater Reading Area

Proximity

Greater Reading is located in Eastern Pennsylvania in the center of the East Coast's metropolitan corridor that stretches from Boston to Washington, DC. We're right in the middle of Eastern Pennsylvania's metropolitan areas, with Philadelphia and its suburbs to the southeast, the Lehigh Valley cities of Allentown, Bethlehem and Easton to the northeast, Lancaster to the south, and Harrisburg and the Capital Region to the west, each about an hour away from Greater Reading.

With Interstate 78, U.S. Routes 222 and 422 and the Pennsylvania Turnpike running through Berks County, we are a quick connect to New York City, Philadelphia, Baltimore, and Washington, DC. Locating your business in Berks County will reduce your transportation costs and provide quick access to millions of your customers.

Rich Access to Markets

Greater Reading and Berks County is served by the Norfolk Southern Railroad which provides freight access to national and international markets. Based in Norfolk, Virginia, the railway operates approximately 21,300 route miles in 22 eastern states, the District of Columbia and Ontario, serves all major eastern ports and connects with rail partners in the West and Canada, linking Greater Reading customers to markets around the world.

Norfolk Southern also provides comprehensive logistics services and offers the most extensive intermodal network in the East. Greater Reading is strategically located just 45 miles from three Norfolk Southern intermodal facilities in Bethlehem, Harrisburg and Philadelphia.

In addition to the rail access, air transportation is available from the Reading Regional Airport, Lehigh Valley International Airport, Lancaster Regional Airport, Harrisburg International Airport, and the Philadelphia International Airport. If you need ship access, the ports of Philadelphia and Wilmington are a little over an hour away.

Port Name	Miles +/- to Reading, PA	Total Trade	Rank by Total Trade
Red Hook Container Terminal *	105	152,377,503 combined *	3 *
Howland Hook Marine Terminal *	95		3 *
Global Marine Terminal *	100		3 *
Elizabeth Marine Terminal *	93		3 *
Port Newark *	96		3 *
Port of Philadelphia	50	35,219,613	21
Port of Camden-Gloucester	50	7,189,253	68

* as Port of New York & New Jersey

Good food is always welcome in Berks County

By: Steve Willems, Principal, NAI Keystone Commercial & Industrial, LLC

Any successful event held in Berks County typically has food as centerpiece. What can I say, we love to eat! We also love the fact that many world class food products are made here. From the confectionary manufacturers to the snack food industry to meats and vegetables, our area is strong in food production and food sciences.

I would ask why are these industries here and what makes them productive and profitable? Market demand and proximity to markets are a given. Over 100 million people live within overnight delivery of Berks. Access to quality utility and workforce infrastructure systems are key. Berks' Workforce Investment Board (WIB) is a superior asset. Many of our sewer treatment facilities are geared to handle the substantial loading a food requirement generates. The presence & proximity to upstream and downstream supply chain partners is also important to our Berks users. Our five Universities & Colleges along with the technical schools expertly educate our future employees.

Berks County has 215,000 acres dedicated to farming too. This means local products are available in many sectors.

When considering a site for food production or processing, Berks County should rise to the top of your list. We would welcome you to join the many world class companies already taking advantage of the positive business climate.



Before you move...

A successful food production or processing company will consider many items in the site selection and location process. Beyond the mandatory water, sewer, electric and gas requirements, other factors are:

If a start-up company -

- Access to financing is paramount
- Supporting technical expertise
- Access to laboratory services and/or other outsourced support sectors

For a Private Labeler or lower cost user -

- Manageable fixed costs including taxes and utilities
- Favorable business incentives from GAT to local, LERTA, etc.
- Low recurring costs once set up
- Access to trained labor pool

For the Innovator -

- Access to other food technology players
- Diverse and supportive environment, rich with culture welcoming global talent
- Business friendly environment, from local zoning to State regulations
- Access to colleges and universities as well as trade schools that support the food industry

For the Quality driven -

- Being able to plug into a local workforce that exemplifies values and a strong work ethic
- Emphasis on Workforce Development Programs
- Access to colleges and universities as well as trade schools that support the food industry
- Presence of a quality support system for high tech machinery & equipment

Berks County Food Processors / Producers	
DFA / Dairy Farmers of America	The Bachman Company
Godiva	Dieffenbach's Chips
SunRich Fresh Foods	Clover Farms Dairy
Giorgio Foods	DeMets Candy
Sweet Street Desserts	Tom Sturgis Pretzel
Quaker Maid Meats	Unique Pretzels
Berks Foods / Berks Packing Co.	PepsiCo
Clover Farms Dairy	Five+ Candy Packers
R.M. Palmer Co.	Dietrich's Specialty Meats
Subarashii Kudamono / Asian Pears	Reading Coffee Roasters
Premise Maid Candy	Numerous Wineries
Bimbo / Maiers Bakery	Reading Beer
Advanced H2O	Tom Sturgis Pretzel
Appeeling Fruit	Trout Farm
Joe Jurgielewicz & Son's / Tasty Duck	Betty's Salads / Van Bennett Foods
Lentz Milling	Ontelaunee Orchards
Sunsweet Growers, Inc	Frecon Orchards
Way-Har Farms	Stoudt Orchards
Instant Whip	Palace Foods, Inc.
Wylde Snack Foods	Linette's Candy

Supporting Industries	
Cryovac / Sealed Air	Packaging
Reading Bakery Systems	World class Bakery Systems
FM Browns	Flour, AG feed & other products
Topos Mondial	International Dealer in Bakery Equipment
Tray Pak	Food Packaging
Alpha Packaging	Packaging
Interstate Container Corp.	Packaging
PCA	Packaging
MJ Reider Associates	Testing Lab
Logistics / Distribution	Many direct and 3PL Warehouse services available for dry, refrigerated or frozen products

ANNOUNCEMENT



NAI Keystone Commercial & Industrial is pleased to announce that John Buccinno has been awarded the prestigious Certified Commercial Investment Member (CCIM) designation by the CCIM Institute, one of the leading commercial real estate associations in the world. Scoring in the 90th percentile, John was among 194 commercial real estate professionals who passed the CCIM Comprehensive Examination, the final component in the designation process, at the Institute's biannual business meetings in Bethesda, Maryland, on April 15, 2011

Since 1969, the Chicago-based CCIM Institute has conferred the Certified Commercial Investment Member designation to commercial real estate and allied professionals through a graduate-level education curriculum of 200 classroom hours and the presentation of a portfolio of qualifying industry experience. The curriculum addresses: financial analysis, market analysis, user decision analysis and investment analysis – the cornerstones of commercial real estate investment. CCIMs are recognized experts in commercial real estate brokerage, leasing, asset management, valuation, and investment analysis and have access to unparalleled level of valuable online tools, including the Site To Do Business, a suite of mapping, demographic and other analytical resources and all CCIMs can market properties for sale or lease through CCIMNet, a leading national commercial property exchange.

Currently, there are only about 9,000 CCIMs in 1,000 markets throughout the United States, Canada, and 30 additional countries.

The information contained herein has been given to us by the owner of the property or other sources we deem reliable. We have no reason to doubt its accuracy, but we do not guarantee it. All information should be verified prior to purchase or lease.

RECENT TRANSACTIONS



◆ Long term Lease of 220,875 SF of high quality industrial space to an undisclosed company, at the Premium Business Center, 171 Tuckerton Rd., Reading, PA. The 375,000 SF building, owned and managed by The Endurance Group & Brasler Properties, is now fully leased. Many thanks to Muhlenberg Township officials for all the help as well as Irish Creek Excavating, Associated Construction and Brasler Realty who did a phenomenal job on the extensive renovation which included running a rail line into the space.

- ◆ John Buccinno completed the sale of the former Cressona Knit Facility, 87 Schuylkill Street in Schuylkill County, to a Chinese company that will open its first North American plant at the 55,000 SF facility. Lots of new jobs! Thanks John
- ◆ The Reading Hospital & Medical Group completed a design-build-for-lease building at the Wyomissing Corporate Center on Spring Street. This two story, 36,000 SF building is loaded with technology and will join several other MOB's (medical office buildings) at the site.
- ◆ NAI sold a 70,000 SF of industrial building (including a newly constructed Office building) known as the Kane Steel Facility, 1584 Bunting Street in Schuylkill County.
- ◆ An unidentified company leased 75,000 SF of space at the Route 61 Distribution Center. They are all moved into Unit #3 and we wish them much success. Thank you, Brasler team, for making this another easy move-in.
- ◆ BCI, an international Chemical company leased 12,000 SF of Warehouse at 1450 Main St, Shoemakersville
- ◆ Lease of an office suite at 2640 Westview in Wyomissing to First National Bank of Pennsylvania. This is FNB's first extension in Berks County. We wish them much success.
- ◆ We completed the investment sale of the Minersville Plaza at 2880 Pottsville-Minersville Hwy in Pottsville. This involved 33,000 SF of fully occupied retail and office space at the time of sale.
- ◆ Bottom Dollar Stores saw value in the land at 425 Lancaster Avenue in Reading and purchased the site for a store location now under construction. This is their third Berks County location.
- ◆ The former Wachovia Bank at 3131 St Lawrence Avenue in St Lawrence Borough was purchased by Gregg & Scott Hafer and converted into a self-serve car wash which opened in May 2011. Cutting edge green technology was employed and the site looks great (and cleans your car real nice too!). What a transformation, congratulations!



Before - Wachovia Bank



After - 24 hr Car Wash

- ◆ The northern section of Lancaster Avenue is continuing its positive transformation. The former Gilberts Associates building was sold by NAI Keystone and has recently been granted zoning approvals to be converted into 72+ Apartments. This 110,000 SF, 5 story, historic office building is situated on 5 +/- acres. This was originally built in 1927 as a hosiery mill and also served as a call center for Sovereign Bank who vacated it in 2006.
- ◆ 1210 Broadcasting Road in Wyomissing, PA was leased to AMI, a European based company, and will serve as AMI's US operations office. NAI Keystone was hired as a Tenant rep' in this case.
- ◆ Congratulations to McDonald's in Sinking Spring for the urban renewal project. We were pleased to have successfully represented both Buyer & Seller on this project.





◆ Three significant leases, totaling over 46,810 SF of space, were signed at the Wyomissing Corporate Center, a multi-tenanted Business Park located at 1166 Spring Street. Both Sleep Apnea Solutions and Dr Deibert have moved into their new Suites. Thank you Metropolitan and Kinsley Construction for all your help in making these deals work so well for all parties!

◆ 2 Oesterling Drive near Rts 222 & 61 was sold. This 31,632 SF facility was built in 2001 as an Ice Rink. NAI Keystone represented the buyer, Kreitz Corporation who appreciated the 4+ acres and clear-span layout.

◆ Lease of 11,486 SF in Wyomissing to Quest Diagnostic to locate laboratory and administrative offices which will serve the region.

◆ Sale of 237 Butter Lane, Exeter Twp., the former Chat-a-While Restaurant which was extensively renovated and is now “The Liberty Tap Room” which opened in June 2011.



◆ Six leases Spring Market Center, a premium mixed-use center anchored by Food Lion in Sinking Spring.



◆ One Meridian Place in Spring Ridge added two “AAA” tenants, UGI gas and the C & L Group, a computer security firm. We wish you both much success in this beautiful building.

◆ Don Kidd completed a nice lease transaction in Encino, CA for a client in the Alternative Energy business. Our NAI Global partners made this an easy deal for all parties.

◆ The Berkshire Building in downtown Reading renewed United Way of Berks County for an extended term. Steve Willems acted as the Tenant Rep and was able to work with the building owners on a renovation plan and rate structure that both found attractive. Thank you Alex Schleider and Karen McKeever for working through this important deal.

◆ A lease at the Berks North Professional Center located at 10 Zion Church Road in Shoemakersville to Life Choice which will be utilizing the site for its Berks County Operations.



◆ Great American Knit and three other tenants have renewed their leases in the Bally Brooke Business Center on Route 100 in Bally. Great American provides woven and knit products to our armed forces among other companies.

◆ Congratulations to Architect David Kleckner on his acquisition of the last undeveloped Dolfin Sportswear Building in Shillington. Your plans look great for the residential / loft conversions! Much success!

◆ NAI Keystone sold the lot & building behind the Exeter Bowl-O-Rama to “Lords & Ladies Salon” who were represented by Ben Gionnatti. Thank you Ben for all your help.

◆ Triose Corporation moved into its new home on Lancaster Ave. in Shillington. Thank you to Dr. and Mrs. Greene for all the support in the improvement process. We wish Triose much success.

◆ NAI Keystone was pleased to have represented the ownership of 645 Penn Street Reading in the recent sale. This 111,981 SF building is across from the Sovereign Center and adjacent to the new Parking Authority garage.

◆ Rookie agent Kyle McKechnie completed a nice lease at Mr. B. Miller’s Spring Township building. Thank you Kyle, good job.

◆ **We would love to announce the sale or lease of your property in our next newsletter.** Please call any member of our Team to arrange for a no-obligation consultation.

INDUSTRIAL INVENTORY

INDUSTRIAL



**1120 Park Road
Blandon**

Lease

53,172 SF available food grade & easily divisible with 5 Loading docks and 3 Grade level doors. On-site trailer parking. Also includes 2 Office areas w/ Lunch rooms. Close proximity to Routes 222, 422, 61 and I-78. FDA Approved, currently set up for baking but could be used for any Industrial Use. Heavy 480 V power.



**Oil Company Portfolio
Schuylkill County**

Sale

4 properties : * Former gas station with small office fronting on Route 61 S - \$125,000
* 7,920 SF Shop building with 5 12' x 12' doors on 1.19 acre close to 443 & Rte 61 \$199,000 * 2 Fuel storage & Pumping stations - one w/ 2 above ground storage tanks on 0.9 acre offered @ \$125,000 & one w/ 2 underground tanks on 1 acre for \$249,000.



**2230- 2242 Woodvale Avenue
Mt. Penn**

Sale

*2 story Commercial / flex building. 3,022 SF shop w/one 10' x 12' O.H door and one 2-Bdrm apartment and open area ideal for storage on 2nd floor priced at **\$160,000**.
*Completely air conditioned 2,000 SF Shop w/ 980 SF private office, Conference Room and an O.H. door for loading access priced at **\$150,000**. or both for **\$285,000**.



**1400 Laurel Blvd.
Pottsville, Schuylkill County**

Lease

55,000 available in a 70,000 SF building located on over 10 acres with ample parking. Three 8' x 10' docks; two drive-in doors, one 5 ton crane and one dock crane. Two office areas within the building. Less than 5 minutes from Route 61 and I-81.



**Park Place at 220 N Park Road
Wyomissing**

Lease

55,930 SF currently available in 2 buildings : 37,609 SF divisible at dock height and 18,321 SF divisible at grade on a 10+ Acre Site in the heart of Wyomissing. 15-Ton crane available. Easy access to Rte. 222 and 422. This is a Prime Redevelopment Site with Build-To-Suit opportunities available.



**101 S Centre Avenue
Leesport**

Sale

Great retail / showroom facilities in front with modern offices and easy access warehouse space in rear. 24,000 SF on a 2.29 acre site. 24' Ceilings in Warehouse. Ample On-Site Parking. Highway Commercial Zoning. Fronts Route 61. Close to Rt. 222 & I-78. High Profile Location and an additional 6,500 SF Mezzanine Space. New Listing for Sale!

INDUSTRIAL INVENTORY



**30 N. 3rd Street
Womelsdorf**

Sale or Lease

120,000 SF available. 5.05 acres. Manufacturing / flex space with open floor plan allows for many uses. Ample labor pool available. Demises easily for multiple uses. Off-street parking for 136 cars. Close to Routes 422 & 419. New Carlisle rubber roof and mechanicals. 13' to 18' clear ceiling height. **Lease at \$1.99 or buy for only \$11.46 / SF!**



**Route 61 Distribution Center,
184 Tuckerton Road, Muhlenberg Township**

Lease

185,426 SF Distribution / Warehouse / Industrial space available - 149,346 SF is contiguous. Divisible. Superb highway access. Tenant Improvement dollars available. 25' 1" clear ceiling height. Unusually high dock-to-space ratio plus 3 Acre drop-lot. 6,000 +/- Office / Showroom avail. New T-8 Lighting keeps costs low.



**400 S. 3rd Street
Hamburg**

Sale or Lease

85,276 SF building extensively renovated in 2005. Located on 2.43 Acres. 5 Drive-in doors and 2 docks. Great Manufacturing layout! Heavy power. Low operating expenses - Taxes are only \$0.21/SF ! **Lease rates from \$1.49 / SF or Buy for under \$20 / SF**



**4125 New Holland Road
Cumru Township**

Sale

Affordable Suburban Location! 29,426 SF available which includes 5,070 SF of Office on a 7+ acre site offering growth potential. Two docks and overhead doors. Convenient to PA Turnpike, I-176 & SR 222. **Attractively priced at \$850,000**



**6790 Penn Avenue
Wernersville**

Lease or Sale

8,000 SF of flex space on 2+ acres w/ macadam lot. Air conditioned and extensive electric distribution 800 Amp 240 Volt. 18' ceiling in warehouse area w/ 2 insulated overhead doors. Industrial Zoning. Nice highway presence w/ room to expand.



**722 Spring Street
Reading**

Sale

38,505 SF + 5,000 SF basement with drive up access to all levels of the facility. Great for storage of equipment, supplies, vehicles...



**803 Euclid
Temple**

Lease or Sale
17,101 SF in two connected buildings plus 5,000 + SF of usable basement. Perfect for commercial use, adaptive re-use or warehousing.

RETAIL INVENTORY

RETAIL



*Proposed White Pines Retail Center
2433 Morgantown Road, Cumru Township*

Lease

Proposed 14,000 SF retail center planned near Flying Hills exit of I-176 / Morgantown Expressway. Close to Flying Hills, an apartment, townhouse and single family residential community. Just minutes to Bryn Eyre, a new planned community to be constructed in New Morgan Borough. Call to pre-lease now!



*3227 Perkiomen Avenue
Exeter Township*

Lease

1,200-2,400 SF Available. High visibility office/retail location with frontage and signage on Perkiomen Avenue, a highly developed commercial corridor, with a traffic count of 24,000 vehicles a day. Rear Storage Garages also available.



*210 N. Route 183
Schuylkill Haven, Schuylkill County*

Lease or Sale

10,400 SF strip center with a total of 8 units (each 1,300 SF) located on 4.2 acre macadam lot with 70 parking spaces.



*60 E. Penn Avenue
Wernersville*

Lease or Sale

37,200 SF Office / Showroom / Shop on 3/4 acre with great frontage on Rte 422 offering high visibility and strong traffic count. 11 O.H doors. Macadam parking with 18 spaces.



*4701 5th Street Highway
Reading*

Lease

Fully approved 7 unit Strip center along high volume 5th Street Highway in Muhlenberg, PA. These 1,275 SF units are being offered at \$1,500/month. Tenants may take more than one unit if necessary. Brand new construction at a competitive rate.



*MaidenCreek Towne Center
Blandon*

Lease

1,300 SF - 24,000 SF Retail & Professional Space available. Optional built-to-suit retail / office space designed to fit your needs. Separate utilities for each suite. High-speed internet access available. 150 Parking spaces available on-site with handicap accessibility. Well managed and maintained center.

RETAIL INVENTORY



**Deer Lake Plaza,
Deer Lake, Schuylkill County**

Sale or Lease

New, fully approved 48,000 SF Community Retail center with 4 pad sites with frontage on Route 61 and signalized intersection. Great access and visibility. Adjacent to approved development site for 107 single family homes.



**1 Cheltenham Rd
Wyomissing**

Lease

+/- 2,400 SF retail space available with high visibility location only 1/2 mile from Spring Ridge Corporate Center. Lighted corner 1 acre lot w/ 48 parking spaces. Located along Wyomissing's retail corridor.



**4780 Penn Avenue—Sinking Spring Market
Sinking Spring**

Lease

4,800 SF end cap and 960 SF space as well as a 3,200 SF pad site & proposed 30,000 SF building (divisible to 10,000 SF) on 3.5 Acres. Easy access with frontage on 422 at signalized intersection. Neighbor Tenants include Redner's and a Wine & Spirits State store.



**Park Place Center at 220 N Park Road
Wyomissing**

Lease

11,000 SF of high visibility Retail space adjacent to \$75 Million Brookstone Development consisting of 248 apartments and a new Courtyard Marriott. Great location in the heart of Berks County's wealthiest subdivision.



**3208 Kutztown Road
Laureldale**

Lease

3,500 SF fully air-conditioned with good visibility and open floor plan. 15 lighted parking spaces and dedicated driveway. Many possible uses. \$2,650 / Month



**3423 Kutztown Road
Laureldale**

Sale

2 story commercial property currently being used as a hair salon. Salon equipment available with sale. Great start-up business opportunity. Owner must sell.



**Allentown Pike
Muhlenberg Township**

Sale or Lease

6.41 acres of Commercial land ready for development. Located at the corner of Leesport Avenue and Route 61. Strategically situated between a Wal-Mart Supercenter and Sam's Club. All utilities on-site.



**2844 Penn Avenue
Spring Township**

Lease

1,150 SF Lower level available. High visibility retail corner at busy signalize intersection. Penn Ave. & Dwight Street exposure with easy ingress and egress from both roads.

LAND INVENTORY



1012 Tuckerton Court
Reading

Sale ,
Land Lease or Design Built for Lease

2.36 acres of Commercial Land centrally located in Muhlenberg Township with direct access to Route 61 & 222. High profile location with utilities and storm-water systems in place. Ready to build on!



3 Meridian
Wyomissing

Sale or Lease

Professionally managed multi-tenanted Single Story Office Condos located in Spring Ridge. Strong & Professional Tenant Mix. 67,390 Sq. Ft. Total with ability to split for 3,500 Sq. Ft. users. Entire Development for Sale Easy Access to Route 422 & Route 222



411 S Claude A Lord (Rt. 61)
Pottsville, Schuylkill County

Sale or Ground Lease

1.1 +/- acre pad site centrally located, across from new Medical Office Building . Build to Suit Opportunity (Suitable for approximately 10,000 Sq. Ft. building) w/ very broad C-4 zoning. Over 30,000 Vehicles Per Day Great Visibility- Gateway to Pottsville



10 Ingot Drive
Blandon

Sale

Fully approved site w/ Commercial Zoning. Proposed 9,100 SF Retail/Office 3 parking spaces per 1,000 SF All utilities are available.



Deer Lake Industrial Park Lease
Orwigsburg, Schuylkill County

15 acre Build-to-Suit site located in 90 Acre Deer Lake Industrial Park. Easy access to Route 61 and only 6 miles from I-78.



Ashley Way & Redners Way
Leesport

Sale

Prime corner location one block off Route 61. 5.25 acres of Light Industrial Land. Ready for development with all utilities to the site.



201 Front Street
Hamburg

Sale or Lease

20 Ac commercial development, close to Cabela's & I-78. Road has been constructed off and onto Route 61 for easy access.



3722-3730 Penn Avenue
Sinking Spring

Sale

Over 9 acres in the very heart of a planned redevelopment.

Perfect for a "Town Center" redevelopment.



Cumru Industrial Park
Lots 8, Cumru Township

Sale

9.6 acres. Great location on Rte 724 near I-176. LI / industrial park overlay zoning. No mercantile tax in Cumru Township.

LAND

LAND and INVESTMENT INVENTORY



Spring Creek Commons
Colebrookdale Township

Sale

Industrial zoned 58 acre site w/11 proposed lots located 0.4 miles off Rte. 100, 1.8 miles off Rte. 73 and within 8.4 miles of Rte. 422. due to its proximity to major north/south and east/west corridors of Berks and Montgomery Counties, along with its flexible zoning, the site is ideal for manufacturers, distributors, or heavy industrial users.



Breezy Corner
Route 73 & 12, Ruscombmanor Township

Sale

High visibility signalized corner, fronting Rte's 73 & 12 with 12,300 VPD on Rte 73 and 15,000 VPD on Rte 12. 47,000 people within 5 miles



171 Tuckerton **Land Lease**
Muhlenberg Twp.

6 acres available for land lease or design-build for lease. Perfect for Commercial/Flex bldg. Easy access to Rte 222 bypass.



245 Grimley St.
Kutztown

Sale

Approved & permitted site. 20 unit, Garden Style Apartment project. 2 Story Construction. 8 one BR units & 12 two BR units. Walking distance to Kutztown University.



Rte 272
Lancaster County

Sale

7.1 Acres zoned Highway Commercial. Great corner lot in a rapidly growing area w/ 16,000 Vehicles Per Day. 2 miles from I-76 Turnpike.



Former Aquabilities
Birdsboro & Blandon

Sale

Birdsboro Location: 2 Indoor Swimming Pools, 4' deep Hydrotherapy pool (96°), foyer w/ reception area, Retail space, Separate men's and women's Locker rooms with full amenities, 2nd floor Office space, 50 + parking spaces ...
Blandon Location: 75' Long Indoor Swimming Pool, foyer w/ reception area, PT Area, private reception, Retail space, 14 Individual changing rooms with full amenities ...



383 Schuylkill Ave.
Reading

Sale

Over 5,000 SF w/ 4 existing units, potential for more. Located near RACC. Great potential for student housing or continued use as a non-profit location. **Only \$185,000.**



700 Lancaster Ave. **Lease or Sale**
Reading

13,600 SF Investment Property with 3,500 SF available on 0.54 acre just off Rte 222, West of Rte 422, near Alvernia University. **Reduced Price: Now \$450,000**



501 Crescent Avenue **Sale**
Reading

37,997 SF (National & State funded tenants) office / flex building w/ 90 parking spaces. Close to public transportation and major corridors.

INTRODUCING NAI KEYSTONE'S SPECIALTY GROUPS

Dedicated to draw specialization and focus into specific fields - Contact us for more information



SPECIAL ASSET SOLUTIONS

The Special Asset Solutions team at NAI Keystone Commercial & Industrial, LLC leverages our organization's expertise across the full spectrum of commercial real estate services— asset management, due diligence, property management, leasing, valuation and disposition—to provide clients with easy access to all of the services an asset is likely to require throughout the ownership cycle. Our experienced team works with companies of all sizes, from local, community and regional banks to the largest financial institutions and special servicers, to identify, preserve and recover value in their underperforming assets.



HEALTHCARE SOLUTIONS

NAI Keystone Commercial & Industrial, LLC brings together an advanced team of real estate and technology professionals to support health care clients worldwide. With our managed network of 5,000 professionals and 350 offices in 55 countries throughout the world, NAI professionals work strategically to help health care clients optimize their real estate assets.



FOOD INDUSTRY SOLUTIONS

NAI Keystone Commercial & Industrial Food Industry Solutions is an industry specific consulting team dedicated to serving the requirements of clients in the food and beverage industry. The Food Industry Solutions team assists our clients in the lease, purchase, build-to-suit, sale and sale/leaseback of FDA, USDA, USDC, and AIB certified properties.



ALTERNATIVE ENERGY SOLUTIONS

NAI Keystone Alternative Energy Solutions is bringing together, from a variety of disciplines, people who do land for sitting wind farms, set up unique leasing agreements, do land for solar farms, work with solar manufacturers, etc. NAI Keystone Alternative Energy Solutions knows who is offering incentive packages and where the R&D talent is located.

PROPERTY MANAGEMENT

Large coverage area in S.E. Pennsylvania & New Jersey



**Keystone Commercial & Industrial
Property Management**
a division of



- Lease Administration
- Maintenance and Operations
- Planned Maintenance Programs
- Tenant Procurement, Lease Negotiations, Installations & Renewal Negotiations
- Tenant Retention Programs
- Tenant Needs Analysis, Growth Planning, Downscaling & Relocation
- Security Analysis
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Flexible Fee Structure

- Contract Rates or Time & Material
- Options allow you to pay for what you need
- Monthly or Quarterly Plans

Contact information

Dale Smith, Sr. Property Manager Phone 610 779-1400
Direct 610-370-8519 Email: dsmith@naikeystone.com

Greater Reading's "Ride to Prosperity": One Year Later

One year ago, a group of eight economic and municipal groups came together to brainstorm and develop strategies to positively affect Greater Reading's economic development environment over the next three to five years. Five focus areas and goals emerged:



- **Entrepreneurship and Innovation:** Stimulate the growth of new businesses and support faster growth paths for existing businesses. **Lead: Ellen Horan, Greater Reading Chamber of Commerce and Industry**

- **Workforce/Talent Development:** Improve educational outcomes in the community, especially in terms of high school, community college, and college completion rates. Build industry partnerships as a vehicle to update skills of the incumbent workforce and facilitate communication between industry, education, and workforce development. **Lead: Ed McCann, Berks County Workforce Investment**

- **Clusters Revisited:** Identify industry clusters that offer the best prospects for future business development and job opportunities and for retaining existing businesses. **Lead: Jon Scott, Berks Economic Partnership**

- **Sites and Infrastructure:** Identify and secure additional shovel-ready industrial sites for potential business customers. **Lead: Glenn Knoblauch, Berks County Planning Commission**

- **Quality of Place:** Make the County a more attractive location for current residents, potential new residents, and visitors. **Lead: Crystal Seitz, Reading and Berks County Visitors Bureau**



Recently, the main players working on the plan came together, along with local politicians, to give the one-year report.

Ellen T. Horan, president and chief executive officer of Greater Reading Chamber of Commerce & Industry, and Jon C. Scott, president of Berks Economic Partnership, lead the coalition.

Dr. Erik R. Pages, president of EntreWorks Consulting, Arlington, Va., the firm advising the group, said the coalition has set up the structure to move forward.

"One of the most frustrating things is when we do a study and nothing is done," Pages said. "But in this case, systems are in place to support the plan.

"Your real benefit is that you have teams and networks in place and they are ready to roll."

County Commissioner Christian Y. Leinbach said: "We are in an economy where if we don't realize that economic development is critical to this area, then we are missing the boat. We can't just talk about economic development; we have to have a plan, and we have one."



Leinbach said he is not interested in seeing a huge inventory of potential development sites compiled, but seeing the sites developed.

State Sen. Judith Schwank, who said she was impressed with how the plan is being implemented, advised: "There are other issues to address such as infrastructure and transportation, and I would like to see how specifically you could address legislative

leaders with these needs."

Tracy M. Hoffman, chairman of the board of Greater Reading Chamber, called on the group to invite the community to engage with the coalition to become part of the process.

More details at www.RideToProsperity.com or Berks Economic Partnership 610 376 4237

Over the last 30 years, NAI Keystone's leadership has established excellent relationships with many local companies in the Greater Reading Area. From Space Planning Services to Financial Lenders, we have strategic partners that are leaders in their specialized fields and help us service our clients more comprehensively.

Call us today with your specific needs and we will be happy to have a representative contact you.

610-779-1400



To arrange a tour of any of these properties, contact one of the agents listed below.
Our phone number is 610-779-1400 or visit our website www.NAIKeystone.com

- John Buccinno, Associate Broker, CCIM
- Bryan Cole, Sales & Leasing Professional, Office & Industrial Specialist
- John Herman, Broker
- Don Kidd, Sales & Leasing Professional
- Steve King, Sales & Leasing Professional
- Kyle McKechnie, Sales & Leasing Professional
- Steve Willems, Managing Principal

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WE HAVE BUYERS and TENANTS.
CALL US TODAY !**

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3. Instantly learn more about us



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